AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior revisions, and listings, of claims in the application.

Listing of Claims:

1 - 20. (*Canceled*)

21. (*Currently amended*) A method for managing advertiser's account in keyword advertisement, the method comprising the steps of:

generating a predicted expense associated with a search word for a first advertising period based, at least in part, upon statistical data of prior actual clicks for a predetermined advertising period, the predicted expense being associated with expected clicks and a unit click cost associated with the search word;

providing to an advertiser over a network the predicted expense for the first advertising period;

upon receipt of a request for advertising from the advertiser, setting up the predicted expense as an account limit for the first advertising period ~~receiving payment for an advertisement from the advertiser, the payment being associated with the predicted expense~~;

maintaining a search information database including a search listing associated with the advertisement, in response to the request for advertising from the advertiser ~~receipt of the payment~~, the search listing being associated with the search word;

receiving a search request from a user, the search request including the search word;

identifying the search listing associated with the search word in response to the search request from the user, thereby placing the search listing in accordance with a predetermined advertising rule;

assessing actual cost for the advertisement based, at least in part, upon a number of actual clicks on the search listing in accordance with a predetermined rule;

updating account information of the advertiser based, at least in part, upon the actual cost; and

if the actual cost exceeds the predicted expense, providing the advertiser with a free advertising period during the remaining time period of the first advertising period without charging beyond the predicted expense, the free advertising period being a period of time in which advertisements ~~advertisings~~ are served but the advertiser's account for the advertisement is depleted.

22. (*Previously presented*) The method of claim 21, further comprising the steps of:

generating the statistical data of prior actual clicks for a predetermined previous period;

generating a number of expected clicks based, at least in part, upon the statistical data, wherein the number of expected clicks is calculated on a basis of regression;

calculating a maximum number of expected clicks during a predetermined period based, at least in part, upon the number of expected clicks; and

generating the predicted expense based, at least in part, upon the maximum number of expected clicks.

23. (*Previously presented*) The method of claim 22, wherein said step of generating a number of expected clicks comprises the steps of:

setting a number of expected clicks (Y') by the regression, as $Y'=b*m^{\wedge}X$ or $Y'=m \cdot X+b$, wherein X is a date; and

determining m and b, variable factors of the regression, by using the statistical information.

24. (*Previously presented*) The method of claim 23, wherein the number of expected clicks (Y') is set by further considering information on a number of impressions during a particular period or information on a number of season-oriented clicks.

25. (*Previously presented*) The method of claim 24, further comprising the step of setting the number of expected clicks (Y') as $Y'=(b*(m1^{\wedge}X1)*(m2^{\wedge}X2)*\ldots(mn^{\wedge}Xn))$ or $Y'=(m1 \cdot X1)+(m2 \cdot X2)+\ldots(mn \cdot Xn)+b$, and

wherein the X1, X2, … is input of time series data of the number of impressions or the number of season-oriented clicks.

26. (*Previously presented*) The method of claim 22, wherein the step of generating a predicted expense further considers at least one predetermined multiplier based on the statistical data.

27. (*Previously presented*) The method of claim 22, further comprising the step of comparing the number of actual clicks with the maximum number of expected clicks.

28. (*Previously presented*) The method of claim 21, further comprising the step of determining a valid click, wherein said step of determining a valid click comprises the steps of:

receiving a click on the search listing from the user;

obtaining a first identifier associated with the search listing clicked by the user;

in case that the first identifier is identical to a second identifier associated with the search listing clicked within a predetermined time period, determining that the click is invalid; and

counting clicks on the search listing in accordance with the predetermined rule, excluding the clicks determined to be invalid.

29. (*Previously presented*) The method of claim 28, wherein said step of determining a valid click is performed every predetermined time period during the predetermined advertising period.

30. (*Previously presented*) The method of claim 28, wherein, in case that a request for cancellation of an advertisement is received from the advertiser within the predetermined advertising period, said step of determining a valid click is ceased at the time of the cancellation.

31. (*Previously presented*) The method of claim 21, further comprising the steps of:

transmitting information on a test amount to an account associated with the advertiser;

receiving data related to the bidding process from the advertiser; and

determining whether the test amount is identical to the data related to the bidding process

from the advertiser.

32. (*Previously presented*) The method of claim 21, further comprising the steps of:

generating information on a trend of clicks based on the number of actual clicks within

the advertising period; and

generating the predicted expense based on the trend of clicks.

33. (*Previously presented*) The method of claim 21, further comprising the steps of:

maintaining a present information database for recording information on a present state of

the advertisement associated with the advertiser; and

providing the advertiser with the information on the present state of the advertisement;

wherein the information on the present state of the advertisement includes at least one

selected from a group consisting of return on investment (ROI), unique visitor (UV), click

through rate (CTR), a number of clicks and a number of impression associated with the search

listing during the advertising period.

34. (*Previously presented*) The method of claim 21, wherein the unit click cost is set by

satisfying the steps of:

receiving at least one bid price associated with at least one arranged location of the search

listing from at least one advertiser;

accepting one bid price satisfying a predetermined condition among the at least one bid

price for each of the at least one arranged location of the search listing; and

setting the accepted bid price to be a unit click cost.

35. (*Currently amended*) One or more computer-readable media having stored thereon a computer program that, when executed by one or more processors, causes the one or more processors to perform acts including:

generating a predicted expense associated with a search word for a first advertising period based, at least in part, upon statistical data of prior actual clicks for a predetermined advertising period, the predicted expense being associated with expected clicks and a unit click cost associated with the search word;

providing to an advertiser over a network the predicted expense for the first advertising period;

upon receipt of a request for advertising from the advertiser, setting up the predicted expense as an account limit for the first advertising period receiving payment for an advertisement from the advertiser, the payment being associated with the predicted expense;

maintaining a search information database including a search listing associated with the advertisement, in response to the request for advertising from the advertiser receipt of the payment, the search listing being associated with the search word;

receiving a search request from a user, the search request including the search word;

identifying the search listing associated with the search word in response to the search request from the user, thereby placing the search listing in accordance with a predetermined advertising rule;

assessing actual cost for the advertisement based, at least in part, upon a number of actual clicks on the search listing in accordance with a predetermined rule;

updating account information of the advertiser based, at least in part, upon the actual cost; and

if the actual cost exceeds the predicted expense, providing the advertiser with a free advertising period during the remaining time period of the first advertising period without charging beyond the predicted expense, the free advertising period being a period of time in which advertisements ~~advertisings~~ are served but the advertiser's account for the advertisement is depleted.